

Message Text

UNCLASSIFIED

PAGE 01 CARACA 04941 130053Z

47

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 CAB-05 CIAE-00 COME-00 DODE-00

 DOTE-00 INR-07 NSAE-00 FAA-00 /030 W

----- 106576

R 121924Z MAY 75

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 8715

UNCLAS CARACAS 4941

EO 11652 NA

TAGS: EAIR VE

SUBJ: CIVAIR - FLY US FLAG PROGRAM COUNTERMEASURES

REF: STATE A-2530

1. VENEZOLANA INTERNACIONAL DE AVIACION, S.A. (VIASA),
VENEZUELA'S INTERNATIONAL AIRLINE, HAS COMMENCED AN
ADVERTISING PROGRAM WHICH APPEARS DIRECTED AGAINST THE US AND
OTHER COUNTRIES' EFFORTS TO PROMOTE TRAVEL BY THE FLAG CARRIERS
OF THE RESPECTIVE COUNTRIES.

2. VIASA'S THEME MORE OR LESS STATES QUOTE YOU ARE
PROUD OF YOUR COUNTRY - FLY YOUR COUNTRY'S CARRIER - VIASA
UNQUOTE. INSTITUTIONAL ADVERTISING HAS BEEN USED IN THE PAST BY
VIASA BUT NEVER BEFORE WITH A NATIONALISTIC OVERTONE.
SHLAUDEMAM

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, TOURISM, PUBLICITY CAMPAIGNS, AIRLINES
Control Number: n/a
Copy: SINGLE
Draft Date: 12 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975CARACA04941
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750167-0550
From: CARACAS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750558/aaaacatk.tel
Line Count: 43
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-2530
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Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUL 2003 by SilvaL0>; APPROVED <10 FEB 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
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EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CIVAIR - FLY US FLAG PROGRAM COUNTERMEASURES
TAGS: EAIR, VE, VIASA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006